**MEDIA ALERT**

ETRO PRESENTS A FALL/WINTER 2017 FASHION SHOW FOR THE 10TH MOCA DISTINGUISHED WOMEN IN THE ARTS LUNCHEON FOR THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES

HONORING PHILANTHROPIST LILLIAN LOVELACE AND ARTIST TALA MADANI

MORE THAN 400 GUESTS FROM THE ART, FASHION, AND ENTERTAINMENT WORLDS ATTENDED THE BENEFIT SUPPORTING MOCA

WHAT: The Museum of Contemporary Art, Los Angeles hosted the 10th MOCA Distinguished Women in the Arts Luncheon yesterday in Beverly Hills. The luncheon honored philanthropist Lillian Lovelace and artist Tala Madani, with awards presented by former honoree and MOCA Trustee Susan Gersh and MOCA Chief Curator Helen Molesworth. The luncheon, hosted at the Beverly Wilshire Hotel, featured a special fashion presentation of the ETRO Fall/Winter 2017 Runway Collection. The new showcased looks were rooted in a functional sportiness but with bursts of Etro’s traditional femininity and mastery of mixing. Oversized outerwear, including giant tweed parkas and patchwork jacquard puffer jackets, created cozy bulky upper halves on the runway with long plissé printed paisley dresses fluttering beneath. Proceeds from the event, which raised more than $225,000, will help support all of MOCA efforts, including educational and exhibition programs presented by the museum each year. The MOCA Projects Council established the MOCA Distinguished Women in the Arts event in 1994 to recognize the many gifted women providing leadership and innovation in the visual arts, dance, music, and literature. This year’s event was chaired by Ann-Rose Kaplan, MOCA Projects Council President, alongside Projects Council Vice President Eydie Desser, and Co-Chairs Nancy Koven, Marilyn Resnick, Carol Stein, and Stephanie Vahn.

WHEN: Wednesday, November 1, 2017, at 11:30am

WHERE: The Beverly Wilshire Hotel, Beverly Hills
9500 Wilshire Blvd, Beverly Hills, CA 90212

Image credit: 10th MOCA Distinguished Women in the Arts Luncheon, November 1, 2017, courtesy of The Museum of Contemporary Art, Los Angeles, photos by Billy Farrell/BFA.com

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